

September 2009



AT THE TOP

September...the weather is changing, leaves falling and concerts starting...we love this time of year.

We want to wish all of you a great concert season for **2009-2010**. We have prepared our artists to advance their dates with you at least two weeks in advance and again 48 hours in advance. We have tried to work out every technical detail and planned for press and publicity that will help you promote each concert. If you still have questions or find yourself in need of assistance, please contact us in anyway.

Artist Contact Information	jodie@liveonstage.biz
Technical Information	jim@liveonstage.biz
Press/Publicity Information	mark@liveonstage.biz
Payment/Accounting Information	cherie@liveonstage.biz
Contract Information	laura@liveonstage.biz

Office Hours: 9:00am-5:30pm (CST) 615-672-7060
 Emergency Contact: 615-424-7706 - Lou Spoltore

In addition to the new concert season, the **2010-2011** selection and booking process is underway. The area reps are so excited about our new roster and from the initial feedback, so are many of the concert association board members. This year the roster is designed to promote name recognition artists in your series. So many presidents have personally told us that if they just had a name artist, they could sell their whole series on that one name. Well, this year there is an entire roster of name artists to choose from. We are confident this will fill up your venues for the 2010-2011 season!

Thank you all for your continued loyalty and support again this season. We look forward to serving you now and for many years in the future!

Matt Davenport, CEO

Louis Spoltore, Vice President Operations

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Our Staff:

- **Matt Davenport**
CEO
- **Louis Spoltore**
VP Operations
- **Laura Anderson**
Booking / Contracting
- **Mark Ross**
Press / Publicity
- **Jim Pace**
Technology Manager
- **Jodie Hyde**
Administration
- **Cherie Larvie**
Accounting
- **Jeff Hall**
Art Director



NEWS FROM NASHVILLE

The 2010-2011
Roster
Video Available
Online

www.liveonstage.biz

Concert Feedback

As our concert season begins, we are anxious to receive your feedback on the artists that perform in your community. We encourage you to submit your comments by emailing concertfeedback@liveonstage.biz. We will start posting these on our website next week.

Association Contact Information

To ensure that our monthly newsletters, postal mail and phone messages are reaching you, it is imperative that our association contact information is correct and up-to-date. If you or your association has a change in contact information, please alert us immediately.



FROM THE DIRECTOR'S CHAIR (Laura's Lowdown)

Artist Routing

As we begin the bookings for our 2010-2011 season, I would like to remind you of a few things that will assist us in our artist routing process.

By starting with you, your venue and your community, we will have first-hand knowledge of how we can maximize meeting your individual concert needs.

Your Area Rep:

- **Melanie Bliss**
North Central
- **Jennie May Donnell**
North West
- **Ruth Gordon**
North East
- **Carolyn Hoaster**
East Coast
- **Menno Kraai**
North West
- **Cherie Lawson**
South Central
- **Betty McGlothlin**
South East
- **Gladys Tysdal**
South West

Community Calendar:

Be aware of the events occurring in your community for the 2010-2011 season to alleviate conflicts with your concerts.

Venue Availability:

Talk with your venue now to find out what dates are optimal for your concerts and get several options.

Flexibility:

Be as flexible as possible with your availability. This will allow us more options for routing your artists.

As soon as you have gathered this information, please communicate the details to us or your area representative. The more knowledge we have of your venue availability and community conflicts, the better we will be at routing dates that will work for you.

Laura Anderson, Booking & Contracting Director laura@liveonstage.biz



PRESS PICKS (Remarks from Mark)

Publicity Assistance

We are just a few weeks into the concert season and we have already set up interviews and features with newspapers, radio and television. If your association needs help with writing press releases, contacting media or setting up artist interviews; please let me know. All you have to do is submit the following information to my attention and we can get you started:

- Publicity contact for your association
- List of local newspapers and weekly entertainment publications
- List of other major newspapers for surrounding towns
- List of TV affiliates and where they are located
- List of radio stations that serve your community
- Website address for your association (if you have one)

Mark Ross, Press/Publicity Manager

mark@liveonstage.biz



PASSIONATE ABOUT PROGRESS

Website Features www.liveonstage.biz

Some of the features of the website include:

- Individual artist's write-ups
- Instantly see a video sample of an artist's performance
- Download promotional materials for your series
 - 8x10 Photos
 - Artist Bios
 - Tech Riders
 - Star Education Information
 - Programs (2010-2011 available July 2011)
 - Downloadable Video Clips
- Series Timeline – our current season's deadlines and events
- Calendars

TIP: To download photos and videos, right click the menu item and select "Save Target As" (Internet Explorer) or "Save Link As" (Firefox).

Jim Pace, Technology Manager

jim@liveonstage.biz

Live On Stage PO BOX 148237 Nashville, TN 37214 Phone: 615-672-7060 Fax: 615-672-7080 www.liveonstage.biz

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